

DHS Launches YouTube Channel and Redesigns DHS.gov



Release Date: July 22, 2009

For Immediate Release
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The Department of Homeland Security (DHS) today launched the DHS YouTube Channel and announced the redesign of DHS.gov—steps to enhance the Department’s web presence, increase transparency and provide accurate, up-to-date information to the public.

“Social media plays an increasingly large role in our engagement with the public, especially in the event of an incident or disaster,” said DHS Secretary Janet Napolitano. “These new tools will facilitate an open dialogue about the Department’s security efforts across the nation and around the world.”

The YouTube Channel, found at www.youtube.com/ushomelandsecurity, will allow DHS to use video to highlight events, speeches, public service announcements and other related content. DHS’s emphasis on web 2.0 tools such as YouTube allows the Department to provide greater transparency and access to the public and our state, local, territorial, tribal, private sector, and international partners.

DHS.gov was reorganized around Secretary Napolitano’s five major responsibilities—counterterrorism, border security, enforcement of immigration laws, disaster preparedness and response and Department unification—and redesigned based on user input and search analysis to help visitors find relevant and timely information.

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This page was last reviewed/modified on July 22, 2009.